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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/664,343	09/17/2003	Jean-Francois Decaux	6604-002	4144

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EXAMINER	
PHAM, TAMMY T	

ART UNIT	PAPER NUMBER
2675	

DATE MAILED: 02/14/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	10/664,343	DECAUX ET AL.	
	Examiner	Art Unit	
	Tammy Pham	2675	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *17 September 2003*.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-20* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-20* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☒ The drawing(s) filed on *9/17/2006* is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☒ All b)☐ Some * c)☐ None of:

1.☒ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____.
5) ☐ Notice of Informal Patent Application (PTO-152)
6) ☐ Other: _____.

DETAILED ACTION

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 1-20 are rejected under 35 U.S.C. 102(e) as being anticipated by Haba (US Patent No 6,593,906 B2).

As for claim 1, Haba teaches of a display device (Fig. 3) containing:

at least one a poster (20) which is provided with an optically transparent window (29) in column 4, lines 65;

and at least one image-presenting device (10) which presents an "internal" display that can be seen through said window (29) in the poster (20) in Fig. 3 and in column 4, lines 55-60;

wherein said display device (Fig. 3) includes adjustment means (20) adapted for physically modifying at least one geometrical parameter selected from: the position of the internal display relative to the poster (20), the shape of the internal display, and the size of the internal display;

and wherein said geometrical parameter used is such that the internal display is in register with the window (29) in the poster (20) being presented in column 5, lines 10-15 and in lines 60-65.

As for claim 2, Haba teaches of a display device (Fig. 3) according to claim 1, in which the adjustment means (20) comprise an electronic central processing unit (40) belonging to the display device (Fig. 3) in column 1, lines 45-50, said central processing unit (40) having in its memory at least one item of adjustment data corresponding to said geometrical parameter and said central processing unit (40) being adapted for physically modifying said geometrical parameter of the internal display in column 7, lines 30-35. The server acts as the CPU and in turn controls all the operations of the apparatus, including storing and display information.

As for claims 3 and 13, Haba teaches of a display device (Fig. 3) according to claim 2, in which the image-presenting device (10) is an electronic screen, and the central processing unit (40) is adapted for determining in the screen an active portion within which the internal display is presented {claim 3} and of amethod according to claim 12, in which the image-presenting device (10) is an electronic screen, and, for modifying said geometrical parameter, an active portion is determined in the screen, and the internal display is caused to be displayed in said active portion in column 1, lines 40-43 and in column 7, lines 30-35. The server or CPU decides where to display the image and hence determines the active portion.

As for claim 4, Haba teaches of a display device (Fig. 3) according to claim 2, in which the electronic central processing unit (40) is adapted for controlling drive means for mechanically moving the image-presenting device (10) relative to the poster (20) in column 7, lines 23-25.

As for claim 5, Haba teaches of a display device (Fig. 3) according to claim 2, having at least one interface adapted for loading at least said item of adjustment data into the central processing unit (40) in column 7, lines 23-28.

As for claims 6, 7, 16 and 17, Haba teaches of display device (Fig. 3) according to claim 5, in which said interface comprises at least one data medium reader {claims 6, 16} and a telecommunications interface {claims 7, 17} in column 7, lines 42-43. The quote shows that the apparatus has a two way information transmission system between the CPU and the system of displays in which the various parts of the apparatus can telecommunicate amongst each other.

As for claim 8, Haba teaches of a display device (Fig. 3) according to claim 2, in which the display device (Fig. 3) includes at least one sensor adapted for reading data from the poster (20) and for transferring said data to the central processing unit (40) in column 7, lines 34-45.

As for claims 9, 18 and 19, Haba teaches of a display device (Fig. 3) according to claim 7, in which the display device (Fig. 3) includes at least one sensor adapted for reading data from the poster (20) and for transferring said data to the central processing unit (40) in column 7, lines 35-45, and in which the central processing unit (20) is adapted for downloading at least said item of adjustment data as a function of the data read from the poster (20) {claim 9, 19} and of a method in which data is read from the poster (20), and the item of adjustment data corresponding to the data read from the poster is downloading {claim 18} in column 7, lines 46-47. It has been

discussed above that the apparatus is able to send information or download data between the displays and to /from the sever or CPU.

As for claim 10, Haba teaches of a display device (Fig. 3) ccording to claim 8, in which the image-presenting device (10) is an electronic screen, and, as a function of the data read from the poster (20), the central processing unit (40) is adapted for downloading, via a communications interface belonging to the display device (Fig. 3), at least one internal display program to be displayed on the screen in column 7, lines 25-30.

As for claim 11, Haba teaches of a display device (Fig. 3) according to claim 8, in which, the image-presenting device (10) is an electronic screen, and, as a function of the data read from the poster (20), the central processing unit (40) is adapted for presenting on the screen an internal display program that corresponds to the poster (20), and that is selected from a plurality of internal display programs stored in the display device (Fig. 3) in column 7, lines 25-35.

As for claim 12, Haba taches of a display method for presenting simultaneously in the same display device (Fig. 3) at least one poster (20) which is provided with an optically transparent window (29) in column 4, lines 65-68, and at least one internal display that is presented on an image-presenting device (10) and that can be seen through said window (29) in the poster (20) in column 4, lines 55-60, wherein at least one geometrical parameter is physically modified so that the internal display is in register with the window (29) in the poster (20) that is being presented, said geometrical parameter being selected from: the position of the internal

display relative to the poster (20), the shape of the internal display, and the size of the internal display in column 5, lines 10-15 and lines 60-65.

As for claim 14, Haba teaches of a method according to claim 13, in which, in order to modify said geometrical parameter, the image-presenting device (10) is moved mechanically relative to the poster (20) in column 4, lines 55-60.

As for claim 15, Haba teaches of a method according to claim 12, in which, while a poster (20) is being changed, at least one item of adjustment data corresponding to said geometrical parameter is loaded into an electronic central processing unit (40) belonging to the display device (Fig. 3) via an interface, and said central processing unit (40) physically modifies said geometrical parameter of the internal display as a function of said item of adjustment data in column 7, lines 20-30.

As for claim 20, Haba teaches of a method according to claim 12, in which the image-presenting device (10) is an electronic screen, data is read from the poster (20), and, as a function of said data, an internal display program that corresponds to the poster (20) and that is selected from a plurality of internal display programs is presented on the screen in column 7, lines 25-30.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Tammy Pham whose telephone number is (571) 272-7773. The examiner can normally be reached on 8:00-5:30 (Mon-Fri).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Sumati Lefkowitz can be reached on (571) 272-3638. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Tammy Pham
January 26, 2006

KENT CHANG
PRIMARY EXAMINER